



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

# CONTRACT

<u>Contract / Revision</u> 565897 /		<u>Alt Order #</u> 9771678
<u>Product</u> NRCC IE 2012		
<u>Contract Dates</u> 09/07/12 - 09/13/12		<u>Estimate #</u> 155/426/2597
<u>Advertiser</u> National Republican Congressional Committ		<u>Original Date / Revision</u> 08/03/12 / 08/03/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Dan Driscoll	<u>Sales Office</u> Washington DC
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 85.30
<u>IDB#</u> 8380	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**National Media Research Planning & Placement**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	13	09/07/12	09/09/12	M-F 6a-7a	6a-7a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--				1	\$375.00	2.40			
N 2	13	09/10/12	09/13/12	M-F 6a-7a	6a-7a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$375.00	2.40			
N 3	13	09/10/12	09/13/12	M-F 6a-7a	6a-7a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----				1	\$375.00	2.40			
N 4	13	09/10/12	09/13/12	M-F 6a-7a	6a-7a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$375.00	2.40			
N 5	13	09/10/12	09/13/12	M-F 6a-7a	6a-7a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$375.00	2.40			
N 6	13	09/10/12	09/13/12	M-F 7a-8a	7a-8a		:30				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$475.00	2.00			
N 7	13	09/10/12	09/13/12	M-F 7a-8a	7a-8a		:30				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$475.00	2.00			
N 8	13	09/07/12	09/09/12	M-F 8a-9a	8a-9a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--				1	\$400.00	2.30			
N 9	13	09/10/12	09/13/12	M-F 8a-9a	8a-9a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----				1	\$400.00	2.30			
N 10	13	09/10/12	09/13/12	M-F 8a-9a	8a-9a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$400.00	2.30			
N 11	13	09/07/12	09/09/12	Sa 8a-9a	8a-9a		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$500.00	3.10			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u> 565897 /		<u>Alt Order #</u> 9771678
<u>Contract Dates</u> 09/07/12 - 09/13/12	<u>Product</u> NRCC IE 2012	<u>Estimate #</u> 155/426/2597
<u>Advertiser</u> National Republican Con		<u>Original Date / Revision</u> 08/03/12 / 08/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 12	13	09/07/12	09/09/12	Su 7a-9a	7a-9a		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$500.00	3.20			
N 13	13	09/07/12	09/09/12	FOX News Sunday	9a-10a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$200.00	0.90			
N 14	13	09/07/12	09/09/12	FOX NFL 2p	2p-CC		:30				NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$2,400.00	6.70			
N 15	13	09/07/12	09/09/12	M-F 530p-6p	530p-6p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--				1	\$550.00	2.00			
N 16	13	09/10/12	09/13/12	M-F 530p-6p	530p-6p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$550.00	2.00			
N 17	13	09/10/12	09/13/12	M-F 530p-6p	530p-6p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----				1	\$550.00	2.00			
N 18	13	09/10/12	09/13/12	M-F 530p-6p	530p-6p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$550.00	2.00			
N 19	13	09/10/12	09/13/12	M-F 530p-6p	530p-6p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$550.00	2.00			
N 20	13	09/07/12	09/09/12	Sa 5p-530p	5p-530p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$400.00	1.40			
N 21	13	09/07/12	09/09/12	Su 5p-530p	5p-530p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$450.00	1.80			
N 22	13	09/10/12	09/13/12	M-F 630p-7p	630p-7p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$500.00	1.40			
N 23	13	09/10/12	09/13/12	M-F 630p-7p	630p-7p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$500.00	1.40			
N 24	13	09/07/12	09/09/12	College Football Late	5p-cc		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$1,600.00	3.50			
N 25	13	09/07/12	09/09/12	Football Fever Show	1005p-1035p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$1,000.00	4.00			
N 26	13	09/07/12	09/09/12	FOX NFL OT	FOX NFL OT		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$1,500.00	5.40			
N 27	13	09/07/12	09/09/12	M-F 9p-1005p	9p-1005p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--				1	\$1,200.00	3.80			
N 28	13	09/10/12	09/13/12	M-F 9p-1005p	9p-1005p		:30				NM	1	\$1,200.00

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$1,200.00	3.80			
N 29	13	09/10/12	09/13/12	M-F 9p-1005p	9p-1005p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----				1	\$1,200.00	3.80			
N 30	13	09/10/12	09/13/12	M-F 9p-1005p	9p-1005p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$1,200.00	3.80			
N 31	13	09/07/12	09/09/12	M-F 1005p-1035p	1005p-1035p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--				1	\$450.00	2.20			
N 32	13	09/10/12	09/13/12	M-F 1005p-1035p	1005p-1035p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----				1	\$450.00	2.20			
Totals												32	\$22,025.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/13/12	32	\$22,025.00	\$18,721.25
Totals	32	\$22,025.00	\$18,721.25

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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1 of 4

Rep Firm )  
Sales Office ( WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

NEW ORDER  
PLEASE CONFIRM  
THANKS, NICOLE FOR DAN

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating: 2.4	1	F	6A-7A	GOOD DY UTAH6A	:30	\$375.00	09/07-09/07	1	1	1	\$375.00	
	2	M	6A-7A	GOOD DY UTAH6A	:30	\$375.00	09/10-09/10	1	1	1	\$375.00	
	3	TU	6A-7A	GOOD DY UTAH6A	:30	\$375.00	09/11-09/11	1	1	1	\$375.00	
Rating: 2.4												
Rating: 2.4	4	W	6A-7A	GOOD DY UTAH6A	:30	\$375.00	09/12-09/12	1	1	1	\$375.00	
	5	TH	6A-7A	GOOD DY UTAH6A	:30	\$375.00	09/13-09/13	1	1	1	\$375.00	
	6	M	7A-8A	GOOD DY UTAH7A	:30	\$475.00	09/10-09/10	1	1	1	\$475.00	
Rating: 2.0												
Rating: 2.0	7	W	7A-8A	GOOD DY UTAH7A	:30	\$475.00	09/12-09/12	1	1	1	\$475.00	

2 of 4

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating: 2.3	8	F	8A-9A	GOOD DY UTAH8A	:30	\$400.00	09/07-09/07	1	1	1	\$400.00	
	9	TU	8A-9A	GOOD DY UTAH8A	:30	\$400.00	09/11-09/11	1	1	1	\$400.00	
	Rating: 2.3											
Rating: 2.3	10	TH	8A-9A	GOOD DY UTAH8A	:30	\$400.00	09/13-09/13	1	1	1	\$400.00	
	11	SA	8A-9A	GOOD DAY UT-SA	:30	\$500.00	09/08-09/08	1	1	1	\$500.00	
	Rating: 3.1											
Rating: 3.2	12	SU	8A-9A	GOOD DAY UT-SU	:30	\$500.00	09/09-09/09	1	1	1	\$500.00	
	13	SU	9A-10A	FOX NWS SUNDAY	:30	\$200.00	09/09-09/09	1	1	1	\$200.00	
	Rating: 0.9											
Rating: 6.7	14	SU	2P-5P	FOX NFL SU-GM2	:30	\$2,400.00	09/09-09/09	1	1	1	\$2,400.00	
	15	F	530P-6P	FOX13-LIVE@530	:30	\$550.00	09/07-09/07	1	1	1	\$550.00	
	Rating: 2.0											
Rating: 2.0	16	M	530P-6P	FOX13-LIVE@530	:30	\$550.00	09/10-09/10	1	1	1	\$550.00	
	17	TU	530P-6P	FOX13-LIVE@530	:30	\$550.00	09/11-09/11	1	1	1	\$550.00	
	Rating: 2.0											
Rating: 2.0	18	W	530P-6P	FOX13-LIVE@530	:30	\$550.00	09/12-09/12	1	1	1	\$550.00	
	Rating: 2.0											

Rep Order#	9771678	Ver#	1	Status	New
EC'd Refo					

Traffic Order#

**Printed:** 07/16/2012 1:07 PM  
**Last Received:** 07/16/2012 12:35 PM  
**Showing Buylines:** All Lines

3 of 4

**Station** KSTU-TV SALT LAKE CITY, UT

Advertiser ( ) POLITICAL ISSUE GROU

Product NRCC DE 2012

Estimate# 2597

**Buyer** Ben Angle

**Phone#****Fax#**

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING

815 SLATERS LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2597

Flight Dates 09/07/2012 - 09/13/2012

## Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON

Salesperson ( ) DAN DRISCOLL

Salesperson FAX# 917-206-9589

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	----	-----	-----	-----	-----	-----	-----	-----
	19	TH	530P-6P	FOX13-LIVE@530	:30	\$550.00	09/13-09/13	1	1	1	\$550.00	
	Rating: 2.0											
	20	SA	5P-530P	FOX13-LIVE@5WK	:30	\$400.00	09/08-09/08	1	1	1	\$400.00	
	Rating: 1.4											
	21	SU	5P-530P	FOX13-LIVE@5WK	:30	\$450.00	09/09-09/09	1	1	1	\$450.00	
	Rating: 1.8											
	22	M	630P-7P	SEINFELD	:30	\$500.00	09/10-09/10	1	1	1	\$500.00	
	Rating: 1.4											
	23	W	630P-7P	SEINFELD	:30	\$500.00	09/12-09/12	1	1	1	\$500.00	
	Rating: 1.4											
	24	SA	5P-830P	FOX CLG FTBL	:30	\$1,600.00	09/08-09/08	1	1	1	\$1,600.00	
	Rating: 3.5											
	25	SA	930P-1005P	PAC-12 SHOW	:30	\$1,000.00	09/08-09/08	1	1	1	\$1,000.00	
	Rating: 4.0											
	26	SU	5P-6P	THE OT	:30	\$1,500.00	09/09-09/09	1	1	1	\$1,500.00	
	Rating: 5.4											
	27	F	9P-930P	FOX NEWS AT 9	:30	\$1,200.00	09/07-09/07	1	1	1	\$1,200.00	
	Rating: 3.8											
	28	M	9P-930P	FOX NEWS AT 9	:30	\$1,200.00	09/10-09/10	1	1	1	\$1,200.00	
	Rating: 3.8											
	29	TU	9P-930P	FOX NEWS AT 9	:30	\$1,200.00	09/11-09/11	1	1	1	\$1,200.00	
	Rating: 3.8											

Rep Order# 9771678 Ver# 1 Status New  
EC'd. No

Traffic Order#

Printed: 07/16/2012 1:07 PM  
Last Received: 07/16/2012 12:35 PM  
Showing Buylines: All Lines

4 of 4

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2597  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2597  
Flight Dates 09/07/2012 - 09/13/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	30	TH	9P-930P	FOX NEWS AT 9	:30	\$1,200.00	09/13-09/13	1	1	1	\$1,200.00	
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Rating: 3.8

	31	F	1005P-1035P	SEINFELD	:30	\$450.00	09/07-09/07	1	1	1	\$450.00	
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Rating: 2.2

---REPORT TOTALS---  
Report Totals: 32 / \$22,025.00

---SALES MONTHLY TOTALS---

Sep 12: 32 / \$22,025.00  
Sales Totals: 32 / \$22,025.00  
Station Totals: 32 / \$22,025.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
Market Totals \$110,125

CABL	0%	KDLI	0%	KJZZ	0%	KSL	24%	KSTU	20%
KTVX	16%	KUCW	5%	KUTV	35%	UNKB	0%	UNKN	0%

Books null  
Demos RA3564